

WHAT IS CLAIMED IS:

1. An improved lip gloss composition, comprising:
  - at least one lower alkyl ester of a fatty acid having 12 to 18 carbon atoms, wherein said alkyl ester is a liquid at 25°C;
  - an effective amount of a bodying agent having a solubility in said alkyl ester of at least 1 percent by weight at 25°C;
  - an effective amount of at least one odorant capable of imparting an odor to said composition;
  - an effective amount of at least one flavorant capable of imparting a flavor to said composition; and
  - at least one colorant capable of imparting a color to said composition.
2. An improved lip gloss composition consisting essentially of:
  - an alkyl ester of a fatty acid;
  - an effective amount of a bodying agent, said bodying agent at least partially soluble in said alkyl ester;
  - at least one odorant dispersed in said composition;
  - at least one flavorant dispersed in said composition; and
  - at least one colorant dispersed in said composition.
3. A method of coloring lips, said method comprising the steps of applying to a lip an effective amount of a lip gloss necessary for a user to detect odor, flavor and color of said lip gloss.

4. A method of producing an improved lip gloss composition, said method comprising the steps of:
  - providing at least one alkyl ester of a fatty acid;
  - combining an effective amount of bodying agent with said alkyl ester, said bodying agent at least partially soluble in said alkyl ester;
  - adding at least one odorant to said composition;
  - adding at least one flavorant to said composition; and
  - adding at least one colorant to said composition.
5. The composition of claim 1, wherein said alkyl ester is selected from the group consisting of isopropyl myristate and isopropyl palmitate.
6. The composition of claim 1, wherein said bodying agent is selected from the group consisting of ozokerite wax, petrolatum, and polybutene.
7. The composition of claim 2, additionally including a fatty acid ester of a polyhydric alcohol.
8. The composition of claim 2, additionally including a preservative.
9. The composition of claim 2, additionally including an antioxidant.
10. The composition of claim 7, wherein said fatty acid ester is sorbitan sesquioleate.

11. The composition of claim 1, wherein the concentration of said alkyl ester is in the range of 25 to 65 grams per 100 grams of composition.
12. The composition of claim 1, wherein the concentration of said bodying agent is in the range of 15 to 35 grams per 100 grams of composition.
13. The composition of claim 1, wherein the concentration of said odorant is in the range of 0.0005 to 0.5 grams per 100 grams of composition.
14. The composition of claim 1, wherein the concentration of said flavorant is in the range of 0.0005 to 0.5 grams per 100 grams of composition.
15. The composition of claim 1, wherein the concentration of said colorant is in the range of 0.001 to 1 grams per 100 grams of composition.
16. The composition of claim 1, wherein said odorant and said flavorant are identical.
17. The composition of claim 1, wherein said odorant and said flavorant are different.